

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FIRST SEMESTER, 2012/2013
EXAMINATION QUESTION PAPER: **SUPPLEMENTARY**

TITLE OF PAPER: **INTRODUCTION TO MASS COMMUNICATION**
COURSE CODE: **JMC 105**
TIME ALLOWED: **TWO (2) HOURS**
INSTRUCTIONS:

1. Answer **FOUR (4)** questions.
2. Write **legibly**, that is, **boldly** and **clearly**.
3. Evince the principles of **composition** and **grammar**.

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED
BY THE INVIGILATOR.**

JMC 105: INTRODUCTION TO MASS COMMUNICATION

Each question carries 25 marks

- 1. Discuss** the nature of mass communication
- 2. Examine** the major mass media systems around the world.
- 3. Compare** newspapers and television in terms of their strengths and weaknesses.
- 4. Describe** FIVE mass media messages and **comment on** how they feature in Swazi media.
- 5. Use** two models to **describe** the process of mass communication.
- 6. Discuss** the effects of mass communication on individuals and society.